

 Close**ACCORD REDUCES CERTAIN HARMFUL SMOKE COMPOUNDS YOU INHALE**

Certain harmful smoke compounds are substantially reduced in the smoke you inhale from an Accord cigarette.

Smoke from *any* cigarette contains many smoke compounds (such as carbon monoxide). Smoke compounds are produced when a cigarette burns or is heated, as in the case of Accord.

Public health groups have commonly recognized about 40 to 70 of these compounds as harmful. In addition, there may be other smoke compounds that are also harmful to smokers.

Accord has **NOT** been proven to be safer. **Substantial reductions in certain harmful smoke compounds have not been proven to lead to a reduction in smoking-related diseases.** Please read the slideshow in its entirety to understand how Accord reduces certain harmful smoke compounds you inhale.

It is important to understand:

- › Accord has **NOT** been proven to be safer
- › To reduce the health risks of smoking, the best thing to do is to quit.

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